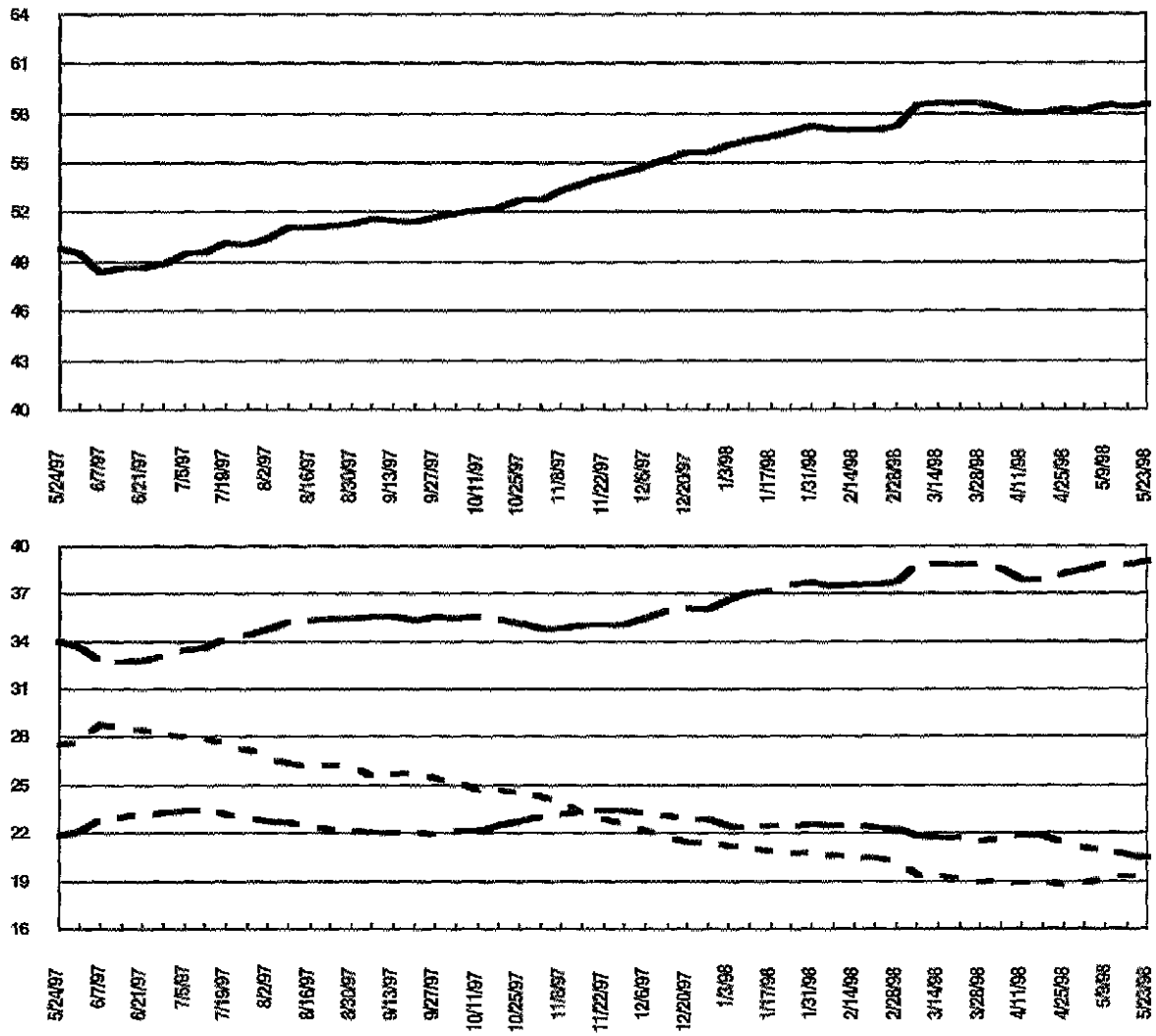
# KMART (R. Webster)
## THROUGH W/E 5/23/98




| | 26 WK | 13 WK | FY 97 | YTD 98 | DIFF |
|---|---|---|---|---|---|
| Philip Morris | 57.70 | 58.46 | 51.76 | 58.44 | 6.68 |
| Marlboro | 38.30 | 39.07 | 34.95 | 38.68 | 3.73 |
| OPB | 10.68 | 10.96 | 10.03 | 10.63 | 0.60 |
| Basic | 6.95 | 6.66 | 5.02 | 7.38 | 2.36 |
| R. J. Reynolds | 19.85 | 19.27 | 25.48 | 19.20 | -6.28 |
| Camel | 3.45 | 3.47 | 4.26 | 3.46 | -0.80 |
| Winston | 4.90 | 4.85 | 6.30 | 4.84 | -1.46 |
| Doral | 3.39 | 3.24 | 5.19 | 3.32 | -1.88 |
| B&W | 15.02 | 14.51 | 15.35 | 14.83 | -0.52 |
| GPC | 3.89 | 3.76 | 4.29 | 3.79 | -0.50 |
| Lorillard | 7.09 | 7.41 | 6.90 | 7.19 | 0.29 |
| Newport | 5.13 | 5.39 | 4.60 | 5.24 | 0.64 |
| Liggett Group | 0.22 | 0.21 | 0.31 | 0.21 | -0.10 |
| Premium | 78.59 | 79.55 | 77.49 | 78.85 | 1.36 |
| Private Label | 1.44 | 1.06 | 1.77 | 1.00 | -0.77 |
| Avg Ind CPW | 144.11 | 141.26 | 159.60 | 140.59 | -19.01 |
| Avg PM CPW | 83.14 | 82.58 | 82.61 | 82.16 | -0.45 |
| Avg Marl CPW | 55.20 | 55.20 | 55.77 | 54.38 | -1.40 |
| # of Stores | 1143 | 1143 | 1143 | 1143 | 0 |

Source: STARS Store Level Data

Leadership Accounts Package

2071850345

Source: https://www.industrydocuments.ucsf.edu/docs/pqnm0004